



**EUROPE. A PROGRAM TO BOOST EXCHANGES WITH LATIN AMERICA**

## **EMECA: Support for Exhibitors Supports Exhibitions**

*The members of the European Major Exhibition Centres Association offer a raft of support measures and new services to help firms to overcome the crisis*

**F**or small and medium-sized companies, attending trade exhibitions is an important way of promoting their business, identify new markets, monitor competitors and to widen their contacts. In times of crisis, when competition becomes tougher, attending highly visible events is strategically important. But the financial crisis has affected the investment capacity of many exhibitors in Europe, which in turn has had a negative impact on trade fairs.

### **Loan facilitations and new participation formula**

To counteract this, EMECA members offer a raft of support measures and new services. For instance, BolognaFiere, Feria Valencia and Fira de Barcelona and others signed agreements with banking institutions to facilitate access to dedicated short-term loans for companies participating in their events.

But efforts to help companies are not limited to economic aspects. BolognaFiere transformed trade fairs from exhibition platforms into marketing tools, and is strongly committed to increasing the presence of foreign trade and government delegations at exhibitions by acting independently or in cooperation with various institutions.

To boost business participation at its fairs, over the last two years IFEMA introduced some initiatives including special pricing policies, new participa-

tion formats and cheaper, more practical and austere stand designs and beefed-up promotional and communication measures. Another strategy is greater participation flexibility, through different attendance options, from modular stands with essential services to free-design personalised stands.

### **The Al-Invest Program**

Latin America for instance is becoming increasingly interesting. The share of the worldwide GDP held by Central and South America was already 3,534 billion US\$ (6.5%) in 2007. Latin America's exports have achieved two-figure growth rates in the past two years.

In this respect, EMECA is responsible for the implementation of the America Latina-Invest (Al-Invest) Program's 4th phase, whose aim is to promote business and technological exchange between Latin-American and European SMEs, by organizing 30 pavilions for Latin American SMEs at European exhibitions between 2009 and 2012.

"For our members – says Jörn Kornenwerth, EMECA Secretary General – this programme is a great opportunity to present themselves to Latin American companies as efficient trade show organisers. At the same time, the businesses themselves benefit from being able to exploit the opportunity of using leading trade fairs as their entry point into the European market." ■

## **Ripresa in corso per le fiere tedesche**

**B**uoni risultati per le fiere internazionali in Germania nei primi sei mesi del 2010, secondo i dati dell'AUMA, l'associazione delle fiere tedesche. Le presenze degli espositori sono rimaste costanti (a fronte di un calo del 4,3% nel 2009), con oltre il 50% delle fiere che hanno segnalato una crescita rispetto gli eventi precedenti.

Stabile la partecipazione dei visitatori, nel complesso solo del -2% inferiore alle edizioni precedenti degli stessi eventi (contro il -8,4% del 2009), ma oltre il 50% delle fiere ha riportato un numero di visitatori più elevato. Gli spazi affittati sono invece calati del 4% rispetto agli eventi precedenti (-6,0% nel 2009).

### **German's Trade Fairs Recovery is in Progress**

*International trade fairs in Germany fared well during the first six months of 2010, according to AUMA - association of the German trade fair industry. Exhibitor attendance remained constant (compared with a -4.3% in 2009), with more than 50% of trade fairs reporting an increase over previous events.*

*There was also a significant stabilisation in visitor attendance, 2% lower than at previous events (compared with -8.4% in 2009). Equally, more than 50% of the trade fairs reported higher visitor attendance. The amount of space rented out still lagged 4% behind the figures for previous events (-6.0% in 2009 overall).*

### **Messe München**

